



OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH

# Ending the HIV Epidemic: Implementation Overview

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66th Presidential Advisory Council on HIV/AIDS (PACHA) Full Council Meeting

Washington, DC

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# Overview

- EHE Progress Overview
- Jumpstarts
- PACE
- Ready, Set, PrEP
- Data Analysis and Visualization System
- Upcoming Funding
- Other Federal Departments/Collaborations



# Summary of EHE Initiative Progress

## Major Achievements

- Established Prevention Through Active Community Engagement (PACE) Program in Regions 4, 6, & 9.
- Implemented jump-start programs in four Phase I jurisdictions.
- Phase I jurisdictions developed draft community plans for Ending the HIV Epidemic.
- Making funds available and awards to enhance and expand HIV diagnosis, PrEP initiation, HIV prevention, linkage to treatment, engagement in care and viral suppression
- Developed and implemented distribution of donated Pre-Exposure Prophylaxis (PrEP) medications to uninsured, at risk individuals.
- Developed and implemented education and awareness campaign on PrEP and the HHS Ready, Set, PrEP Program.
- Development of a Data Analysis and Visualization System (Dashboard) for the Ending the HIV Epidemic initiative.
- Creating EHE collaborations with other federal colleagues – HOPWA, OWH, OMH, OPA, VA
- Exploring future collaborations and policy discussions – CMS, DOJ, DOL, and Treasury



# EHE Jump-Start Sites

## DeKalb County, GA

- Routine HIV testing in six FQHCs
- Emergency department testing in two hospitals
- Initiate opt out testing at DeKalb County jail
- Expand AID Atlanta hotline to triage new diagnoses, link to care and/or re-engage people with HIV
- Promote early ART initiation by same day linkage to care
- Expand current HIV workforce and training for those providing non HIV services in communities to high risk populations

## Baltimore City, MD

- Implement POC HIV testing in emergency departments of three MedStar hospitals
- Implement on-site HIV and STD testing services to school based violence programs
- Implement HIV provider hotline
- Implement PrEP Collaborative in two new FQHCs
- Expand public health detailing to integrate HIV testing/PrEP/PEP

## East Baton Rouge, LA

- Double HIV testing capabilities of five CBOs
- Implement and routinize testing in emergency departments
- Expand SSP capacity in EBR
- Newly hired CHWs work with linkage to care coordinators to identify and re-engage in care

## Cherokee Nation (IHS)

- Implement a public education campaign centering on HIV care and HIV prevention
- Educate providers on the need to have discussions about the sexual health of the patients
- Identify and link to care persons who currently access CNHS and are at high risk for HIV
- Establish a robust PrEP program within the CNHS

\$1.5M Minority HIV/AIDS Funds awarded to each site to jumpstart initiative in affected jurisdictions  
(awards made and administered by CDC June 27, July 1 start - December 31 completion date)



# EHE Jump-Start Sites Progress

## DeKalb County, GA

- 30 nurses in correctional facilities trained to deliver point of care HIV testing. Additional 12 trainings for mental health clinics.
- Mobile van, and 3 CBOs using drop-in and “pop-up” testing reaching high-morbidity zip codes
- Identification of 2,500 presumptively not-in care HIV-positive residents will be contacted through DIS for re-engagement to care
- 2 additional PrEP access points are open for PrEP service delivery

## Baltimore City, MD

- Outreach team provided HIV testing at 6 SSP colocation sites
- Park West continues to provide PrEP navigation services for their clients through the support of funds for their peer navigator through EHE.
- U=U ads are running on local college campuses, social media sites, dating apps and Google banners.
- The JACQUES Journey Center had 200 youth encounters for support services.

## East Baton Rouge, LA

- During 7/1/19-12/19/19, funded EHE partner agencies (5 CBOs) documented attaining 94% of HIV testing goal (0.7% HIV +);
- During 7/1/19-11/30/19, the SSP distributed 2,643 SSP kits to persons who inject drugs.
- Tele-Prep to expanded in January to offer PrEP to uninsured persons Implement and routinize testing in emergency departments
- Community Health Workers oriented police officers in 4 East baton Rouge Districts on their community engagement efforts

## Cherokee Nation (IHS)

- Public education campaign centering on HIV care and HIV prevention launched
- Community Health Workers and HI case managers hired
- PrEP ECHO hub formed training for providers in Cherokee Nation. # of requests exceeded slots working with HHS and AETCs to meet additional training and support needs
- 8 Pharmacists received PrEP training and workshops for primary care physicians completed in outlying rural health centers



# Prevention Through Active Community Engagement (PACE)

Region 4 (Atlanta)

Region 6 (Dallas)

Region 9 (Los Angeles)

Two Senior Public Health Service Commissioned Corps Officers assigned to each region

- Prepare urban and rural areas to quickly and successfully implement the EHE initiative in FY2020
- Serve as public health educators and coordinators
- Engage public at public forums and community centers, increasing effectiveness and national reach of evidence based prevention strategies
- Serve as force multipliers
- Develop both short and long term action plans to:
  - Assess the communities' needs and gaps in the regions to enhance our understanding within HHS of planning and implementation issues
  - Assist HHS Regional Offices in ending the HIV epidemic activities



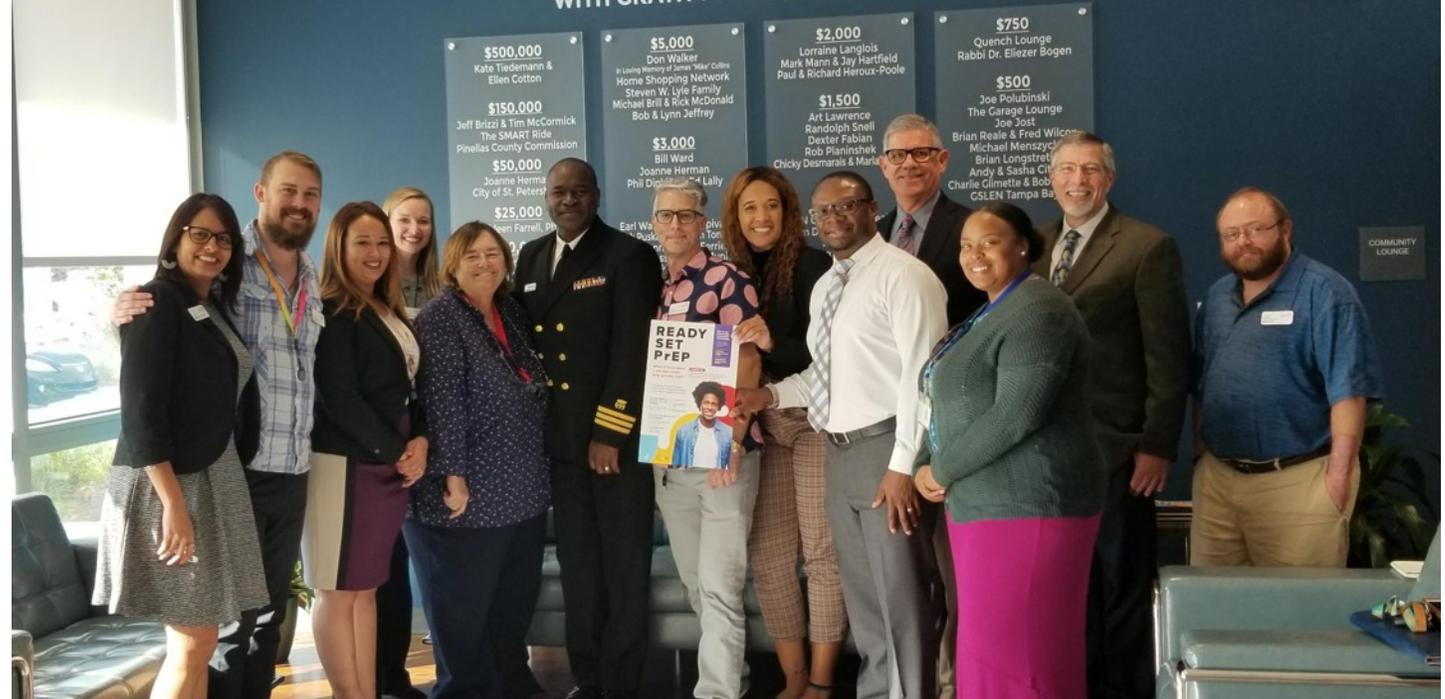
# Fall 2019 – February 6, 2020

## EHE Related PACE Activities

- **Number of events from PACE officers: 32**
- **Number of jurisdiction visits from PACE officers: 15**
- **Event types**
  - Standing meeting/conference
  - In-person meeting
  - Webinar
  - Conference call
  - Listening session
  - Programmatic site visits
- **Audiences represented (not mutually exclusive)**
  - State/local health departments (21 events coded)
  - HIV community stakeholders (18 coded)
  - Federal grantees (5 coded)
  - Advocacy groups (4 coded)
  - Non-HIV stakeholders
  - Federal agency staff
  - Researchers
  - Tribal



# PACE HIV Program – Message Multipliers – PrEP/Ready Set PrEP



# READY

# SET

# PrEP

This program makes  
**PrEP medications**  
available at no cost  
for qualifying recipients

Ending  
the  
HIV  
Epidemic

 **READY  
SET  
PrEP**

# Ready, Set, PrEP Program: Launched



## May 2019

- HHS Secretary Alex M. Azar II announced the agreement between the Trump administration and Gilead Sciences, Inc., for the company to donate PrEP medications for up to 200,000 uninsured individuals each year for up to 11 years

## December 2019

- The Ready, Set, PrEP program officially launched and opened for enrollment



# PrEP Donation

**Gilead donated Truvada for PrEP to HHS to expand access for uninsured patients in the U.S.**

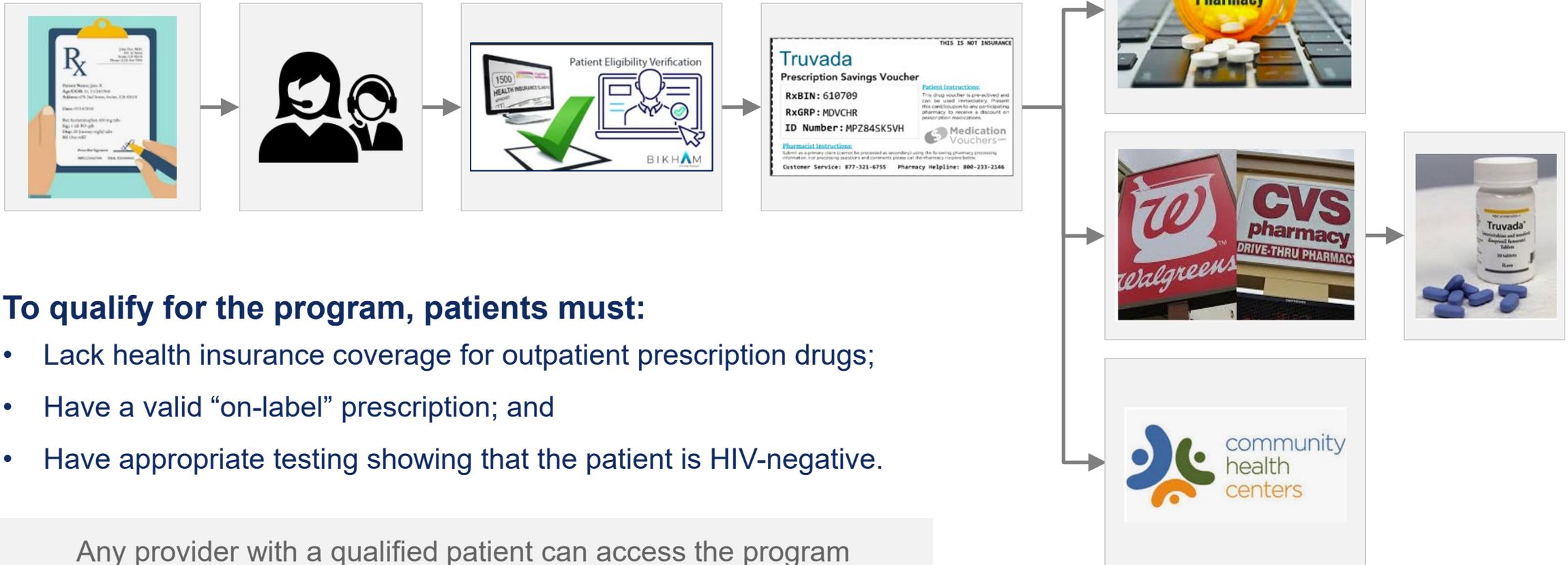


- Provides medication for individuals who are at risk for HIV and who are uninsured
- Donation will deliver medication to up to 200,000 people per year
- HHS bears all other costs: verifying patient eligibility, enrolling eligible patients, building a network of participating pharmacies, distributing the donated medication, and processing claims

Given the urgent need to reach those at risk for HIV, HHS has awarded Gilead a six-month contract to administer the distribution of donated PrEP medication to eligible recipients. HHS is currently conducting a full and open competition to select a longer-term contractor or contractors (proposals due Feb 24)



# PrEP Distribution





## PrEP Distribution

### March 2020

CVS Health, Health Mart Pharmacies, Rite Aid and Walgreens will donate their services to distribute PrEP medications at no-cost to qualified patients in over 21,500 U.S. pharmacy locations including the District of Columbia, Puerto Rico, and the U.S. Virgin Islands and through mail order.

CVS Health, Health Mart Pharmacies, Rite Aid and Walgreens will also provide patient counseling and take steps to promote patient adherence to the regimen.



# PrEP Education & Awareness Campaign

## EHE Implementation: Education and Awareness

- Award to Brunet-Garcia
- Phase I
  - Provider and Community Education & Awareness Campaign
  - Branding
  - Creation of Materials
- Phase II
  - Extended education & awareness campaign
  - Jurisdiction Support
  - Community focus groups
- Campaign will be tailored for maximum impact, e.g. through focus groups and other feedback mechanisms
- Approach will entail an integrated approach:
  - Owned Media - webinars, podcasts, mobile apps, and newsletters
  - Earned Media - press releases, speaking engagements, media outreach
  - Shared Media - Facebook, Twitter, YouTube
  - Paid Media -social media ads, sponsored posts/content, in-app ads



# READY SET PrEP

READY, SET, PrEP  
IS PART OF ENDING  
THE HIV EPIDEMIC:  
A PLAN FOR AMERICA

The initiative's goal is  
to reduce the number  
of new HIV infections in  
the U.S. by:

75% IN 5 YEARS

90% BY 2030

**What if there was  
a pill that could  
help prevent HIV?**

► **THERE IS.**

Pre-exposure prophylaxis (or PrEP) is a way to protect people who do not have HIV from getting infected with the HIV virus, by taking one pill every day as prescribed.

The Ready, Set, PrEP Program  
makes PrEP medication available  
at no cost for qualifying recipients.

#### HOW CAN I ENROLL IN THE READY, SET, PrEP PROGRAM?

To receive PrEP medication  
through the Ready, Set, PrEP  
program, you must:

- ✓ Test negative for HIV
- ✓ Have a valid prescription  
from your healthcare  
provider
- ✓ Not have insurance that  
covers prescription drugs

#### WHERE CAN I LEARN MORE AND APPLY FOR THE PROGRAM?

Find out if PrEP is right for you. Talk to  
your healthcare professional or find a  
provider at [locator.hiv.gov](http://locator.hiv.gov).

→ [WWW.WEBSITE.COM](http://WWW.WEBSITE.COM) → 123.456.7890



# Communication Tools

# READY SET PrEP

What if there was  
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Ending  
the  
HIV  
Epidemic

READY  
SET  
PrEP

# Ready, Set, PrEP Materials

- **Fact Sheets**
  - Consumer (English/Spanish)
  - Healthcare Provider (English/Spanish)
  - Indian Health Service
- **Posters (English/Spanish)**
- **Information Card (English/Spanish)**
- **Social Media Toolkit**
- **Sharable Graphics (English/Spanish)**



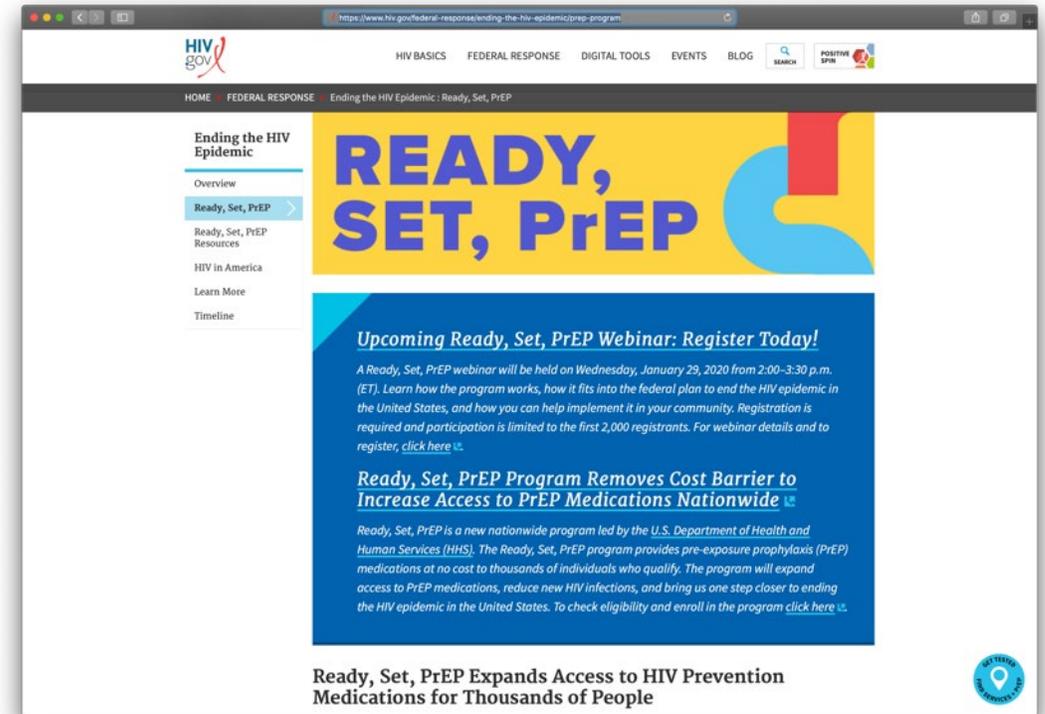
# Ready, Set, PrEP Social Media

- **Social Media:** HIV.gov's Facebook, Twitter and Instagram channels, as well as shareable content for federal partners and stakeholders
- **Campaign Hashtags:**
  - #ReadySetPrEP #PrEP #PreventHIV #HHSPrEP #GetTested #KnowYourStatus #HIVPrEP #PrEPHIV #HIVPrevention
- **Blog Posts:** HIV.gov Blog Post and Listserv Blast Email
- **Digital and Radio Advertisements**



# Ready, Set, PrEP Online

- **HIV.gov:** Basic information about the program, eligibility and enrollment instructions
- **Enrollment Page:** Portal for patients and providers for eligibility determination and enrollment
  - Call center also available at 855.447.8410





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WELCOME TO

## Ending the HIV Epidemic: Ready, Set, PrEP

■ ■ ■ ■ ■

Pre-exposure prophylaxis (or PrEP) medications are prescription medications that people take daily to significantly reduce their risk of acquiring HIV through sex. PrEP can stop HIV from taking hold and spreading throughout the body. Two medications are FDA-approved for use as PrEP: TRUVADA and DESCOVY. When taken daily, PrEP is highly effective for preventing HIV from sex.

The *Ready, Set, PrEP* program makes PrEP medication available at no cost for qualifying recipients. To receive PrEP medication through this program, you must:

- Lack prescription drug coverage
- Be tested for HIV with a negative result
- Have a prescription for PrEP

Talk to your healthcare provider or find a provider at [HIV.gov Locator](#) to find out if PrEP is right for you.

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If PrEP is a good option for you, see below to apply online or download and print the enrollment form (available in [English](#) or [Spanish](#))

If you are a healthcare professional looking to enroll your patient, click on the link below.

[Healthcare Professional >>](#)

If you are an individual looking to enroll, click on the link below.

[Individual >>](#)

**You must have a valid prescription from your healthcare provider and a provider name and phone number. We will immediately contact your healthcare provider to request their signature for ongoing support.**

Call us at 1-855-447(HHS)-8410

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# Data Analysis & Visualization System

## Implementation: Dashboard

- Serves as decision support tool for the initiative
- Supports national and jurisdictional monitoring of indicators and progress
- Interagency working group
  - Define requirements
- Planning and development of the dashboard
  - Phase I – a static version is targeted for launch in spring 2020
  - Phase II will be enhanced interactive version that will integrate and analyze disparate data sources
    - To launch in fall 2020

**INSIGNIA**  
FEDERAL GROUP



**signal**  
— GROUP



**AHEAD** 



OFFICE OF THE  
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# Data Analysis And Visualization System

Ending the HIV Epidemic  
A PLAN FOR AMERICA

**AHEAD** →

ABOUT INDICATORS ▼ JURISDICTIONS RESOURCES ▼ SUCCESS STORIES

## We're getting ahead of HIV.

This dashboard enables jurisdictions, the federal government, and other stakeholders to use data to inform national and local decision-making and to work toward reaching the goals of the *Ending the HIV Epidemic: A Plan for America (EHE)* initiative.

[LEARN MORE](#)



# The EHE Jurisdictions

The first phase of the *Ending the HIV Epidemic: A Plan for America* initiative will focus efforts and resources in 48 counties, plus San Juan, Puerto Rico and Washington, District of Columbia, along with seven states (Alabama, Arkansas, Kentucky, Mississippi, Missouri, Oklahoma, and South Carolina) with a substantial rural HIV burden.

Select a point on the map or a jurisdiction in the dropdown below to view that jurisdiction's **AHEAD** profile.



*\* Priority EHE states/territories.*



# Keep Reading



## DATA METHODS

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue.

[VIEW METHODS →](#)



## SUCCESS STORIES

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue.

[VIEW STORIES →](#)



## READY, SET, PrEP

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Nulla vitae elit libero, a pharetra augue.

[VISIT SITE →](#)



# Notice of Funding Opportunity

## **PS19-1906: Strategic Partnerships and Planning to Support Ending the HIV Epidemic in the United States – Component B: Accelerating State and Local HIV Planning to End the HIV Epidemic**

Supports Phase 1 health department jurisdictions to engage their local communities, HIV planning bodies, HIV prevention and care providers, and other partners in an accelerated and collaborative process to develop plans that address the four national Ending the HIV Epidemic (EHE) pillars: Diagnose, Treat, Prevent, and Respond

- Applications submitted December 31, 2019
- Currently under review
- Review process includes reviewers from CDC, HRSA, OIDP and PACE Officers
- Feedback due to jurisdictions end of March



# EHE Upcoming Funding Awards

## Centers for Disease Control and Prevention: CDC-RFA-PS20-2010

- Contains three components
  - Component A: Development and implementation of programs tailored to the four pillars of EHE (diagnose, treat, prevent, and respond)
  - Component B: Improve ability to estimate HIV incidence in selected jurisdictions to use recency-based assay testing
  - Component C: Focused funding for STD specialty clinics to increase HIV testing, linkage to care for person with HIV, increase PrEP screening and initiation
- **Applications Due: March 25, 2020**
- **Proposed Award Start Date: late June 2020**



# EHE Upcoming Funding Awards

## Health Resources and Services Administration



- Ending the HIV Epidemic: A Plan for America – Ryan White HIV/AIDS Program Parts A and B HRSA 20-078
  - Jurisdictional Awards for RWHAP Parts A and B in EHE Areas to develop, implement and/or enhance innovative approaches to engaging people who are newly diagnosed not in care, and or not virally suppressed
- Ending the HIV Epidemic: A Plan for America – Technical Assistance Provider HRSA 20-079
  - Technical assistance to jurisdictions on implementation of work plan activities, innovative approaches and interventions
- Ending the HIV Epidemic: A Plan for America – Systems Coordination Provider HRSA 20-089
  - Assistance to recipients in coordinating and integrating their initiative plans, funding sources, and programs with the existing HIV care delivery systems including collating and disseminating best practices, innovative approaches, and interventions identified by the Technical Assistance Provider
  - **Projected Award Date: Early March 2020**
- HRSA Bureau of Primary Health Care
  - Supplemental Funding to expand PrEP access in dually funded (BPHC and RWHAP) health centers or health centers with MOU with RWHAP sites in EHE Jurisdictions
  - 195 Applications received
  - **Projected Award Date: Early April 2020**



# EHE Upcoming Funding Awards

## National Institutes of Health: NIMH, NIDA

- Implementation Researching HRSA Ryan White Sites: Screening and Treatment for Mental and Substance Use Disorders to Further the National “Ending the HIV Epidemic” Goals
  - Enhance screening and treatment for mental and substance use disorders in HRSA Ryan White HIV/AIDS Program funded sites through implementation research on enhancing screening and treatment of substance use or mental health disorders in the HRSA Ryan White HIV/AIDS Program.
  - **Applications Due: January 31, 2020**
  - **Award Start Date: July, 2020**



# EHE Upcoming Funding Awards

## Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention (CSAP)

Prevention Navigator Program for Racial/Ethnic Minorities SP-20-01 provides funding for navigation approaches (community health workers, neighborhood navigators, and peer support specialists) to expedite services including training and education around the risks of substance misuse, provide education on HIV/AIDS, and provide needed linkages to care for individuals with HIV

- **Applications Due: December 27, 2019**
- **Award Start Date: September 2020**
- **82 candidates**



# EHE Initiative Collaborations with Other Federal Partners

## Department of Housing and Urban Development (HUD) /Housing Opportunities for People with AIDS (HOPWA)

- Engage HOPWA staff in EHE site visits. HOPWA developed a list of preferred sites to attend
- Utilize a shortened version of the data resource tool to make available to each jurisdiction for use in planning. Tool includes information on
  - HOPWA funding amounts for each jurisdictions
  - Types of housing and support services funded by HOPWA
  - Number of clients and cost per client
  - Fair market rent
- Use HUD/HOPWA expertise when EHE jurisdictions propose using EHE funds for housing
- Discussions on how to engage and leverage broader HUD programs to help end HIV especially for high risk negative populations



# EHE Initiative Collaborations with Other Federal Partners

## OMH/OWH/OPA

- Highlighting HIV Awareness Days collaborating on message development, using Ready Set, PrEP materials, and EHE to reach providers and communities
- Discussing ways to increase awareness among professional associations, business community, academic institutions, fraternities and sororities

## Department of Veterans Affairs

- Committed to supporting the Administration's goal to end HIV
- Currently serving 31,000 veterans with HIV
- HIV test offered at least once to all veterans,
- expanding HIV care using face to face and telehealth
- Rapid access to treatment and PrEP
- Combatting stigma and discrimination
- Continued dialogue and plan to share information on training and best practices between the departments



# Upcoming EHE Initiative Collaborations with Other Federal Partners

## Center for Medicare and Medicaid Services

- Significant role in HIV prevention, diagnosis and treatment.
- EHE and the updated National HIV Strategic Plan are opportunities evaluate collaboration
- Prioritizing program and policies for discussion with CMS



## Departments of Labor and Treasury

- Potential strategic partnerships
- Engage with employer-based insurance plans to encourage HIV, testing, and improve access and initiation of PrEP
- Use of best practices leading to high quality HIV care among private payers
- Increase awareness among private practitioners and payers of EHE Initiative





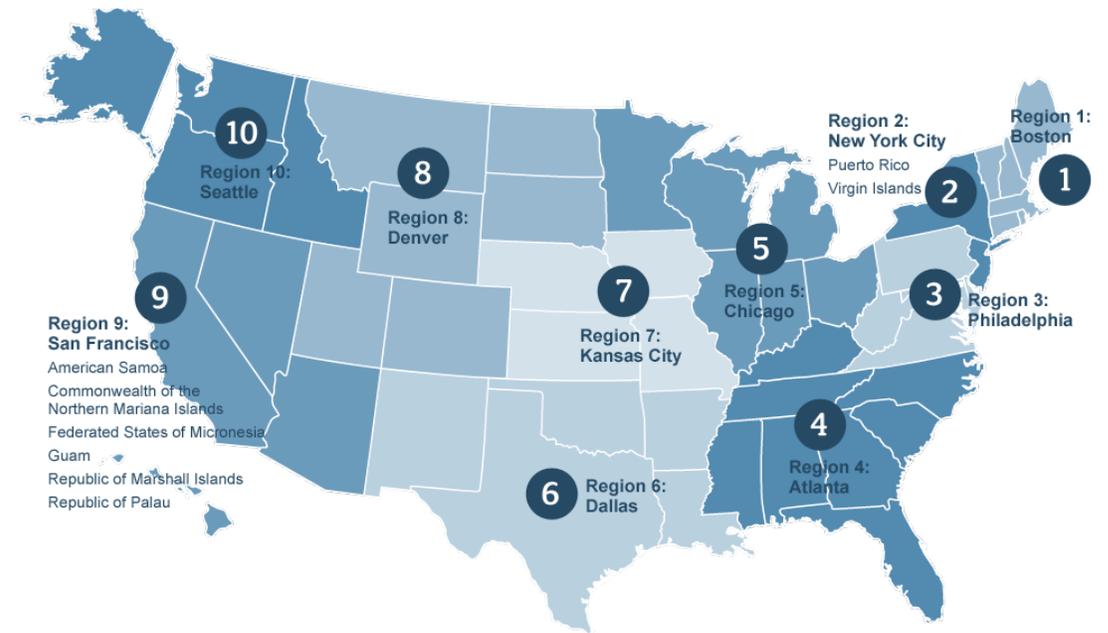
Office of Infectious Disease and HIV/AIDS Policy  
Office of the Assistant Secretary for Health  
Department of Health and Human Services

[WWW.HHS.GOV/OIDP](http://WWW.HHS.GOV/OIDP)

# Prevention Through Active Community Engagement (PACE)

## PACE Program

- Two senior officers hired for each region, with a third forthcoming
- Senior officers will assist the EHE program as follows:
  - Serve as public health educators and coordinators on EHE strategies, interventions, and messaging
  - Engagement through public forums and community centers, increasing effectiveness and national reach of evidence-based prevention strategies
  - Serve as force multipliers and partners with federal, state and local stakeholders



Region	PACE Personnel
4	CDR John Oguntomilade; LT Neelam Gazarian
6	CDR Luz Rivera; LCDR Rodrigo Chavez
9	CDR Michelle Sandoval-Rosario; LCDR Jose Ortiz

